**Community Engagement Plan**

[**Purpose**](#_[Name_of_Chapter)

To create a plan for ongoing engagement with different groups involved in or impacted by the resilience building process. The activities will guide your team through considering capacity for engagement and expanding inclusion of various groups.

**What you will need**

**Who:** core team; local partners as advisors and reviewers

**Where:** in-person or virtual

**How long will it take:** several 1–2 hour sessions, plus time for outreach

**Activity 1: Decide on Scope of Outreach and Engagement**

**Instructions**

1. Refer to the outputs from the previous activities, including the Equity and Engagement Exercise and Identifying and Diagraming Community Connections.
2. Use this information to go back to your Community Connections Table and fill out column “E,” noting what type of engagement you will carry out. As your filling out the column, you might consider:
   * **Different groups may need different levels of engagement.** Some interested parties might be invited to all the activities, updated on the planning processes, and consulted for feedback throughout the process. Other key stakeholders or partners such as the mayor should be regularly updated regardless of their participation. It may not be feasible for all people to participate in all the workshops, so workshops should be planned to engage specific populations or stakeholders. Some groups may be feeling *engagement fatigue*, if they are often asked to participate in planning activities but never see any benefits.
   * **Incentives, interests, and goals vary across actors.** Understanding why each person is there, what their interests are, what they hope to gain out of the exercise is valuable for designing engagements accordingly.
   * **Write down the steps the core team can take to ensure that your engagement activities strengthen community empowerment.** For example: inclusion in workshop planning and activity development; feature local leaders as speakers at outreach events; consult community groups about expectations and intended outcomes; provide opportunities for two-way sharing of progress and ideas.

**Activity 2: Write a Plan**

**Instructions**

1. Gather the core team together. Confer with any already established local partners and ask about best practices and expectations for engagement and communication. If possible, someone from one of these organizations should join the community engagement planning team.
2. Refer to your Community Connections Table, Community Connections Diagram, and discussion notes thus far. Fill out the Community Engagement Plan below (an example is filled in below.)
3. The Community Engagement Plan has been pre-populated with ERB activities and important moments for engagement for each activity. The team is encouraged to modify the Community Engagement Plan as needed for your community – add activities with additional actions or combine activities. Suggested sections for ongoing engagement and outreach are provided.
4. When planning, consider:​

* How you will invite and communicate with participants (utilizing multiple outreach methods for best results)​
* Accommodations to help participants overcome potential barriers (e.g., childcare, transportation, internet access)​
* Scheduling the activity and sending invitations, as well as scheduling pre-planning and reflection sessions with the core team. Also in scheduling, consider when you want to have updates to report out to the broader community.
* Preparing for the tangible needs of the activity (e.g., materials, financial, meeting space)​
* Try to plan some engagement activities that go beyond a town hall or public meeting. Examples are:
* Have an information booth at a local store/restaurant
* Create an “open office hour” at a local café or coffee shop where community members can sit and talk with you informally
* Give a talk at a local school and encourage students to ask questions

Community Engagement Plan

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| **Engagement activity** | **Date and time** | **Invitees** | **Venue details** | **Accommodations** | **Materials and budget** | **Communication** | **Timeline** |
| Ongoing |  |  |  |  |  |  |  |
| Ongoing Engagement Activities Outside of ERB |  |  |  |  |  |  |  |
| Initial Contact with Specific Communities |  |  |  |  |  |  |  |
| Quarterly Update with Community |  |  |  |  |  |  |  |
| Attend Community Events |  |  |  |  |  |  |  |
| ERB Engagement Activities |  |  |  |  |  |  |  |
| Recruit for Workshop |  |  |  |  |  |  |  |
| Workshop 1 – Listen and Connect |  |  |  |  |  |  |  |
| Report Out / Share Back |  |  |  |  |  |  |  |
| Recruit for Workshop |  |  |  |  |  |  |  |
| Workshop 2 – Assess Resilience |  |  |  |  |  |  |  |
| Report Out |  |  |  |  |  |  |  |
| Recruit for Workshop |  |  |  |  |  |  |  |
| Workshop 3 – Results to Action |  |  |  |  |  |  |  |
| Report Out |  |  |  |  |  |  |  |

**Example Completed Community Engagement Plan**

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Engagement Activity** | **Date and time** | **Invitees** | **Venue details** | **Accommodations** | **Materials and budget** | **Communication** | **Timeline** |
| Example:  Workshop 1 -  Hazards, Disasters, and Threats Storytelling Activity | 12/1 | Public | City Hall | -Translators for Spanish and ASL  -Childcare provided  -Printed agenda and instructions | -Sticky notes, whiteboard, templates printed  -$ for translation and childcare | 10/1- Announcement on social media  10/1- Post on Nextdoor Facebook group  10/1- Distribute flyer to key stakeholders and important actors  10/15- Speak at XYZ meeting and invite participants  11/15- Reminder post on social media | 9/1- Initial meeting to plan communications and prepare workshop objectives (Core team + key participants)  11/15- Follow-up meeting with core team and key participants  12/1- Public Workshop  12/3-Reflection meeting (core team + key participants), feedback form sent to important actors |

**What to do next**

Go back to the ERB tool. The next page is Start Engaging.

*\*\*Come back to this plan in the Move Forward section of ERB to complete Activity 3 below.*

**Activity 3: Assess and Maintain Progress**

**Instructions**

1. Reflect on engagement you’ve done so far. Consider:
   * What did you commit to doing? Have you followed through with your engagement commitments?
   * Update your original community connections diagram and plan for future connections.
   * Review your reflection diary as a whole – final thoughts or further reflection?
   * Are there new ideas that have emerged about working with specific groups?
   * What have you learned about engagement that you can apply in other places or in the next planning activities?
     + Has ERB been a catalyst for other community engagement and action?
2. Continue to plan engagement activities to sustain relationships you’ve built. For example:

* Continue to convene reoccurring outreach meetings and events (examples: an info booth at a community festival, BBQ, informal coffee meetups)
* Decide who will lead ongoing engagement
* Maintain communication with your existing network (examples: set up a newsletter, email listserv, social media page, monthly calls)
* Continue to use Community Engagement Plan as a guide and update if community goals or networks change
* Identify any engagement actions or activities that are still outstanding
* Plan how to address these gaps

1. Continue to regularly share the outputs of your work with various audiences. For example:

* Make data and information available and accessible to community members
* Review ownership of data guidelines - see Data Ethics resource
* Make the case for resilience with your office and other departments. For example, brief city council, apply for funding
* Celebrate accomplishments with the community
* Post pictures and display in public places
* Write a newspaper article
* Ask community members how they want to use the data and information in the future and for future projects